

# ***Rethink Your Drink Workshop***

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[www.RethinkYourDrinkCa.com](http://www.RethinkYourDrinkCa.com)



# Presentation Overview

- Nuts and Bolts of Rethink Your Drink (RYD)
  - Dietary Guidelines & Myplate
  - RYD Campaign Overview
  - Sugary Beverages
- Nutrition Facts Scavenger Hunt
- Campaign Materials
- Resources

# SNAP-Ed Guidance

- **Messaging:**
  - Must be based on most recent Dietary Guidelines for Americans & MyPlate
- **Behavioral Outcomes:**
  - Switch to fat-free or low-fat milk products
  - Drinking more water

# 2010 Dietary Guidelines for Americans

- **Chapter 2: Balancing Calories to Balance Weight**
  - Reduce intake of sugar-sweetened beverages
  - Sugar-sweetened beverages provide excess calories and few essential nutrients and should only be consumed when nutrient needs have been met and without exceeding daily calorie limit

[www.cnpp.usda.gov/DGAs2010-PolicyDocument.htm](http://www.cnpp.usda.gov/DGAs2010-PolicyDocument.htm)



# 2010 Dietary Guidelines for Americans

- **Chapter 3: Foods & Food Components to Reduce**

A major source of added sugar in American diets is from soda, energy drinks and sports drinks

[www.cnpp.usda.gov/DGAs2010-PolicyDocument.htm](http://www.cnpp.usda.gov/DGAs2010-PolicyDocument.htm)



# 2010 Dietary Guidelines for Americans

- **Chapter 4: Food and Nutrients to Increase**

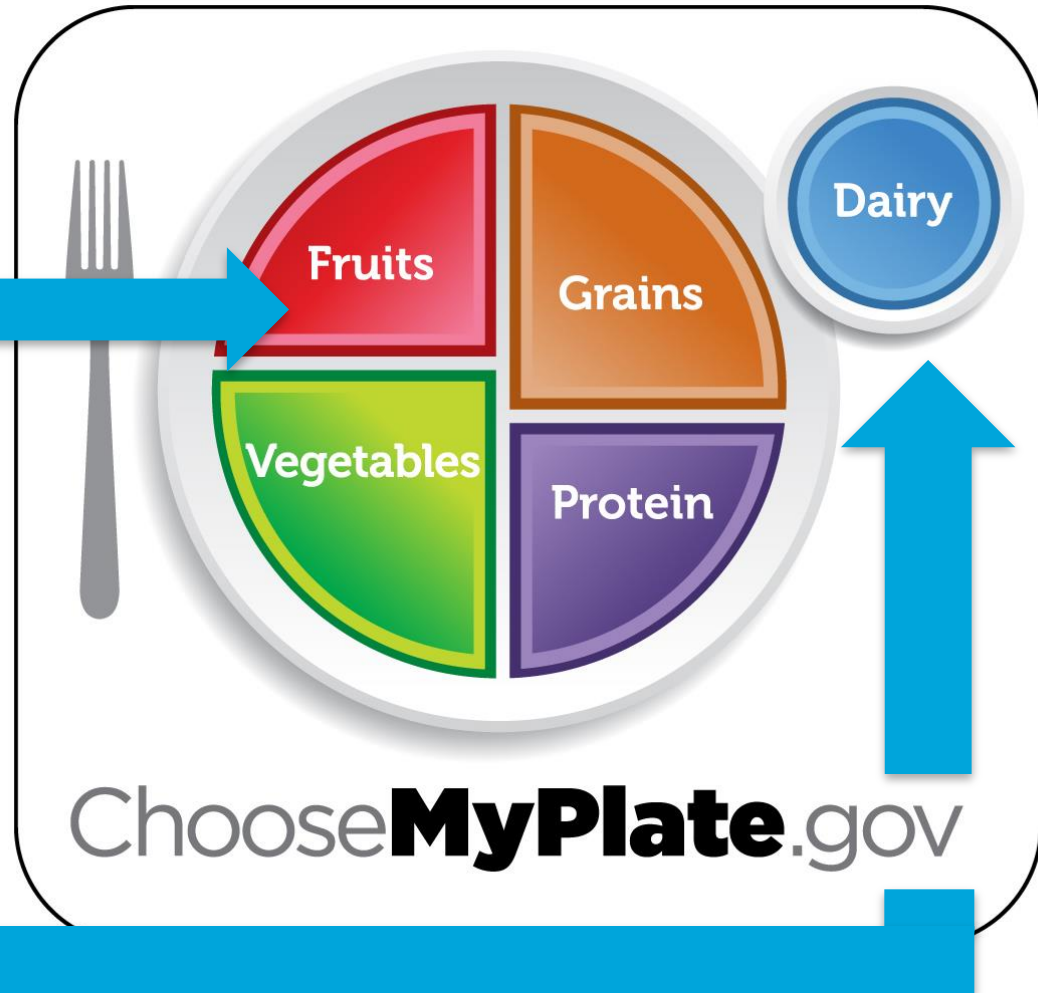
Determine “the juice in juice...sweetened juice products with minimal juice content, such as juice drinks, are considered sugar-sweetened beverages rather than fruit juice.”

[www.cnpp.usda.gov/DGAs2010-PolicyDocument.htm](http://www.cnpp.usda.gov/DGAs2010-PolicyDocument.htm)



# MyPlate

Make Half Your  
Plate Fruits &  
Vegetables



**rethink**  
YOUR DRINK



# USDA MyPlate

10 tips

Nutrition Education Series

## choose MyPlate

10 tips to a great plate



**Making food choices for a healthy lifestyle can be as simple as using these 10 Tips.** Use the ideas in this list to balance your calories, to choose foods to eat more often, and to cut back on foods to eat less often.

### 1 balance calories

Find out how many calories YOU need for a day as a first step in managing your weight. Go to [www.ChooseMyPlate.gov](http://www.ChooseMyPlate.gov) to find your calorie level. Being physically active also helps you balance calories.

### 2 enjoy your food, but eat less

Take the time to enjoy your food, but eat less of your favorite foods. You can still enjoy your favorite foods, but eat less of them. You can also choose smaller portions.

### 3 avoid overeating

Use a small plate and bowl. Choose smaller size options. Eat slowly and stop when you are full.

### 4 eat more fruits and vegetables

Eat more vegetables, fruits, and whole grains. These foods are good for you. They provide nutrients you need for health—including potassium, calcium, and fiber. Make them the basis for meals and snacks.

### 5 make half your plate fruits and vegetables

Choose red, orange, and dark-green vegetables like tomatoes, sweet potatoes, and broccoli, along with other vegetables for your meals. Add fruit to meals as part of main or side dishes or as dessert.

**10 drink water instead of sugary drinks**  
Cut calories by drinking water or unsweetened beverages. Soda, energy drinks, and sports drinks are a major source of added sugar, and calories, in American diets.

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June 2011  
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Go to [www.ChooseMyPlate.gov](http://www.ChooseMyPlate.gov) for more information.

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10 tips  
Nutrition Education Series

## got your dairy today?

10 tips to help you eat and drink more fat-free or low-fat dairy foods



The Dairy Group includes milk, yogurt, cheese, and fortified soy milk. They provide calcium, vitamin D, potassium, protein, and other nutrients. Fat-free or low-fat dairy foods are good for you. They provide calcium, vitamin D, potassium, protein, and other nutrients. Fat-free or low-fat dairy foods are good for you.

### 1 "skim" the fat

Drink fat-free (skim) or low-fat (1%) milk. Drink whole milk, gradually switch to low-fat milk. This change cuts calories but doesn't reduce essential nutrients.

## make better beverage choices

10 tips to get started



### 1 drink water

Drink water instead of sugary drinks when you're thirsty. Regular soda, energy or sports drinks, and other sweet drinks usually contain a lot of added sugar, which provides more calories than needed. To maintain a healthy weight, sip water or other drinks with few or no calories.

### 2 how much water is enough?

Let your thirst be your guide. Water is an important nutrient for the body, but everyone's needs are different. Most of us get enough water from the foods we eat and the beverages we drink. A healthy body can balance water and electrolytes. Drink plenty of water if you are very active, live or work in hot conditions, or are an older adult.

### 3 a thrifty option

Water is usually easy on the wallet. You can save money by drinking water from the tap at home or when eating out.

### 4 manage your calories

Drink water with and between your meals. Adults and children take in about 400 calories per day as beverages—drinking water can help you manage your calories.

### 5 kid-friendly drink zone

Make water, low-fat or fat-free milk, or 100% juice an easy option in your home. Have ready-to-go containers filled with water or healthy drinks available in the refrigerator. Place them in lunch boxes or backpacks for easy access when kids are away from home. Depending on age, children can drink 1/2 to 1 cup, and adults can drink up to 1 cup of 100% fruit or vegetable juice\* each day.

### 6 don't forget your dairy\*\*

When you choose milk or milk alternatives, select low-fat or fat-free milk or fortified soy milk. Each type of milk offers the same key nutrients such as calcium, vitamin D, and potassium, but the number of calories are very different. Older children, teens, and adults need 3 cups of milk per day, while children 4 to 8 years old need 2 1/2 cups and children 2 to 3 years old need 2 cups.

### 7 enjoy your beverage

When water just won't do—enjoy the beverage of your choice, but just cut back. Remember to check the serving size and the number of servings in the can, bottle, or container to stay within calorie needs. Select smaller cans, cups, or glasses instead of large or supersized options.

### 8 water on the go

Water is always convenient. Fill a clean, reusable water bottle and toss it in your bag or briefcase to quench your thirst throughout the day. Reusable bottles are also easy on the environment.

### 9 check the facts

Use the Nutrition Facts label to choose beverages at the grocery store. The label contains information about total sugars, fats, and calories to help you make better choices.

### 10 compare what you drink

Food-A-Pedia, an online feature available at [ChooseMyPlate.gov/supertracker](http://ChooseMyPlate.gov/supertracker), can help you compare calories, added sugars, and fats in your favorite beverages.

\*\* Milk is a part of the Dairy Group. A cup = 1 cup of milk or yogurt, 1 1/2 ounces of natural cheese, or 2 ounces of processed cheese.

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For more information, visit [www.ChooseMyPlate.gov](http://www.ChooseMyPlate.gov).

## cut back on your kid's sweet treats

10 tips to decrease added sugars



Many foods with added sugars your kids eat and drink. If you cut back on these foods, your kids will get more nutrients and fewer calories. Sweet treats and sugary drinks have a lot of calories but few nutrients. They can also lead to weight gain. Cut back on these foods. Many foods with added sugars your kids eat and drink. If you cut back on these foods, your kids will get more nutrients and fewer calories. Sweet treats and sugary drinks have a lot of calories but few nutrients. They can also lead to weight gain.

### 6 make food fun

Sugary foods that are marketed to kids are advertised as "fun foods." Make nutritious foods fun by preparing them with your child's help and being creative. Create a smiley face with sliced bananas and raisins. Cut fruit into fun and easy shapes with cookie cutters.

### 7 encourage kids to invent new snacks

Make your own snack mixes from dry whole-grain cereal, dried fruit, and unsalted nuts or seeds. Provide ingredients and allow kids to choose what they want in their "new" snack.

### 8 play detective in the cereal aisle

Show kids how to find the amount of total sugars on various cereals. Challenge them to compare the ingredients and select the one with the lowest sugar.

### 9 treat "treats" as everyday foods

Don't eat their meal, they eat your meal. Treats should be eaten at meal time.

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# ***Rethink Your Drink Campaign***

- Educates about healthy drinks
- Helps people identify the amount of added sugar and calories in sugary drinks
- Communicates the link to health risks.



# ***Rethink Your Drink***

- Provides nutrition education and skills, such as label reading, to help people make healthy beverage choices.
- Encourages a shift towards healthier beverage choices:
  - Water
  - Fat free or lowfat 1% milk
  - and 100% juice in limited amounts (children 4 to 6 ounces per day)

# **If you choose to drink sugary drinks, consider:**

- **Cutting back**
- **Choosing a smaller portion size**
- **Drink them less often**
  
- **Remember - Drinks that are sweetened with added sugars come with extra calories and often provide few or no nutrients**

# Display & *RYD* Education Guidance

- **NO** Disparaging Text or Photos
- **NO** Brands
- **NO** Sponsorships
- **NO** Healthy vs. Unhealthy
- **NO** Lobbying

# Display & *RYD* Education Guidance

- **MUST** use non-branded containers
- **MUST** cite all statements, facts, figures
- **MUST** provide complete dietary information in addition to healthy beverage education

# Additional Message Guidance

- Do not say:
  - “Don’t Drink”
  - “Eliminate”
- OK to say:
  - If you choose to drink sugary drinks, consider cutting back, choosing a smaller portion or container size, drinking less often.
  - Drinks that are sweetened with added sugars come with extra calories and often provide few or no nutrients or fiber to support a healthful diet.
  - Drinking too many sugary beverages can increase the chances of experiencing some health problems, including weight gain, obesity, tooth decay, diabetes, and heart disease.

# Why *Rethink Your Drink?* Related Health Consequences

Extra calories from added sugar—like those in sugary drinks—can and do contribute significantly to overweight and obesity. **In fact, sugary drinks are the largest source of added sugar in the American diet.<sup>1</sup>**



1. Guthrie JF, Morton JF. Food sources of added sweeteners in the diets of Americans. *J Am Diet Assoc.* Jan 2000;100(1):43-51



# Health Consequences

Sugary drinks contribute to increased risk for certain chronic diseases such as type 2 diabetes and heart disease.<sup>2,3</sup>



2. Malik VS, Popkin BM, Bray GA, Despres JP, Willett WC, Hu FB. Sugar-sweetened beverages and risk of metabolic syndrome and type 2 diabetes: a meta-analysis. *Diabetes Care*. Nov 2010; 33(11):2477-2483.
3. Fung TT, Malik V, Rexrode KM, Manson JE, Willett WC, Hu FB. Sweetened beverage consumption and risk of coronary heart disease in women. *Am J Clin Nutr*. Apr 2009;89(4):1037-1042.

# Health Consequences

Drinking sugary drinks nearly doubles the risk of dental cavities in children.<sup>4</sup>



4. Sohn W, Burt BA, Sowers MR. Carbonated soft drinks and dental caries in the primary dentition. *J Dent Res*. Mar 2006;85(3):262-266.

# Health Consequences

Strong evidence shows that children and adolescents who consume more sugary drinks have higher body weight compared to those who drink less.<sup>5</sup>



5. U.S. Department of Agriculture and U.S. Department of Health and Human Services. *Dietary Guidelines for Americans*, 2010. Washington, DC: U.S. Government Printing Office; December 2010.



# What are sugary drinks?

Name some sugary drinks in your diet.

The number of types of sugary drinks is amazing!



# Sugary Drinks Overview

## In California:

- 62% of adolescents
- 41% of children
- 24% of adults

**Drink one or more sodas per day.<sup>6</sup>**



# Sugary Drinks Overview

Each year, the average California adolescent consumes the equivalent of 39 pounds of sugar from sugary drinks.<sup>6</sup>



6. Babey SH, Jones M, Yu H, Goldstein H. *Bubbling over: Soda consumption and its link to obesity in California*. Los Angeles, CA: UCLA Center for Public Health Advocacy; 2009.

# Sugary Drinks Overview

Adults who drink one or more sugary drinks a day are 27% more likely to be overweight than adults who do not drink sugary drinks.<sup>6</sup>



5. U.S. Department of Agriculture and U.S. Department of Health and Human Services. *Dietary Guidelines for Americans*, 2010. Washington, DC: U.S. Government Printing Office; December 2010.



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# Questions

- **What type of drinks does your resource center, preschool, or organization serve?**
  - What are your children drinking at home?
  - What types of beverages are your parents drinks?
- **Has your organization made efforts to promote healthy beverages?**

# Nutrition Fact Scavenger Hunt

- Find a partner and complete scavenger hunt.

# ***RYD Campaign Materials***

- *RYD Resource Library*
  - Branding Guidelines
  - Photos & Logos
  - Word Templates
  - PowerPoint Templates
- *RYD Recipe Cards (8)*
- Nutrition Facts labels
- Potter the Otter (ECE)
- MyPlate 10 Tips
- RYD Wheel



# Drink Label Cards

## Uses:

- Label reading
- Ingredients lists
- Displays



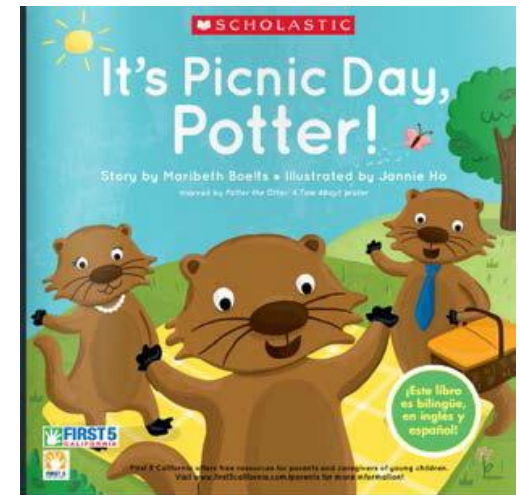
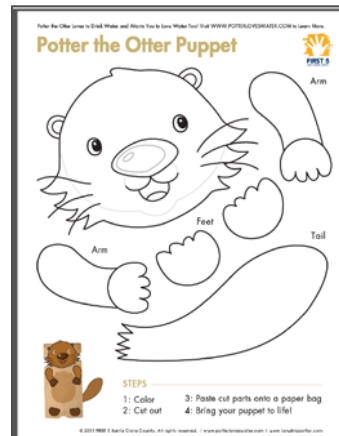


# Potter the Otter Resources

- It's Picnic Day Potter!
- Activity Sheets
- Stick puppets
- Table Tents
- Tip Sheets
- Dot to Dot
- Stickers
- Maze

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[www.potterdrinkswater.com](http://www.potterdrinkswater.com)



[www.scholastic.com/first5/](http://www.scholastic.com/first5/)



# Nutrition Education Examples

- Host special events
  - Healthy Family Fun Nights
  - *Rethink Your Drink* Family Day
  - Coloring Contest
  - Water recipes & tasting testing at your events and classes or in your classroom
- Displays
  - Amounts of sugar in sugary drinks
  - Minutes of Activity to burn sugary drink calories



# Discussion

- How can you use the RYD campaign in your resource center, preschool or organization?

# Questions?

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